



Strategic Plan

2026–2030

*Building Futures Through Excellence,
Innovation, and Opportunity*

Introduction

Vincennes University entered the 2026–2030 planning cycle with a renewed commitment to student success, institutional excellence, and community impact. Building on our proud history as Indiana’s first institution of higher education, we recognize both the opportunities and the challenges ahead, including shifts in demographics, artificial intelligence and rapid technological transformation, evolving workforce needs, and increasing competition for talent and resources.

This Strategic Plan positions VU to thrive in this shifting landscape and reflects input from faculty, staff, students, trustees, alumni, donors, and partners. They reaffirm our commitment to providing high-quality, affordable education; expanding opportunities for learners of all backgrounds; and strengthening the University’s role as a trusted partner in regional and state economic and community development.

This plan provides a framework for advancing Vincennes University’s mission and strengthening its statewide and national impact. It establishes six institutional priorities that support student success, financial health, workforce relevance, operational excellence, and institutional visibility.

Each priority is paired with measurable Key Performance Indicators (KPI) that guide progress and ensure relevance. These indicators are designed to be practical, data-driven, and adaptable in supporting ongoing decision-making. Collectively, these metrics reflect institutional values: accessibility, affordability, student-centered learning, workforce alignment, and organizational agility.

The 2026–2030 Strategic Plan is more than a roadmap; it represents our continuing pledge to our students, communities, and one another that VU will continue to innovate, lead, and build futures for generations to come.

MISSION STATEMENT

Vincennes University develops people and enhances communities through accessible, high-quality educational programs, strategic partnerships, and active engagement.

VISION STATEMENT

Vincennes University is a premier learning institution, widely recognized for leadership in innovation and delivery of successful educational experiences.

A broad range of high-quality program offerings and a commitment to superior service ensure the University's role as an important link in Indiana's economic and cultural vitality. VU is a diverse community whose members all share responsibility for supporting the University's mission and are respected for their contributions.

VINCENNES UNIVERSITY VALUES

- Personal growth and academic excellence for our students, faculty, and staff.
- Collaborative relationships with our stakeholders and communities.
- An environment that encourages open dialogue, cooperation, and individual freedom.
- An environment that encourages cultural enrichment and diversity, including cultural and intellectual diversity.
- Continuous improvement through data-informed planning and evaluation.

Strategic Plan Priorities

2026-2030

1. Enrollment Growth and Diversification

Sustain and strategically grow enrollment by engaging current student populations and proactively attracting diversified learner populations, emphasizing dual credit students, adult students, and other non-traditional learners.

Key Performance Indicators:

- *Overall System FTE Enrollment*
- *Vincennes Campus FTE*
- *Jasper Campus FTE*
- *Baccalaureate FTE*
- *Early College Conversion Rate*
- *Entering Adult Learner Headcount Enrollment*
- *Business & Industry Headcount Enrollment*

2. Student Success and Career Readiness

Enhance academic achievement, student retention, timely graduation, and career preparation, ensuring graduates are well-equipped for professional success and lifelong learning.

Key Performance Indicators:

- *Fall-to-Spring Retention Rate*
- *Fall-to-Fall Retention Rate*
- *On-time Graduation Rate*
- *Extended-time Graduation Rate*
- *Percentage of Graduates Completing Career-Ready Certification*

3. Sustainability and Growth

Diversify and expand revenue streams through innovative programs, strategic partnerships, competitive grants, sponsorships, philanthropy, and entrepreneurial initiatives to secure long-term institutional financial health.

Key Performance Indicators:

- *Net Growth in Employer Partnerships*
- *Net Growth in Higher Education Partnerships*
- *Annual Fundraising*
- *Three-Year Average Fundraising*
- *Net Revenue Generation From Select Non-General Fund Activities*
- *Web Traffic on Employer Gateway*

4. People and Organizational Culture

Invest in employees through professional development, competitive compensation, leadership training, and meaningful employee engagement to reinforce a culture of agility, collaboration, innovation, and responsiveness.

Key Performance Indicators:

- *Professional Development Expenditure per FTE Employee*
- *First-Year Employee Retention Rate*
- *Voluntary Turnover Rate*
- *Employee Engagement and Belongingness Ratings*
- *Communication and Collaboration Ratings by Employees*

5. Operational Excellence and Innovation

Increase institutional effectiveness, efficiency, and responsiveness by implementing innovative technologies, streamlining processes, utilizing data-driven decision-making, and continually enhancing organizational practices.

Key Performance Indicators:

- *Percentage of Budget Dedicated to Instructional and Student Support*
- *Cumulative Relocated Employee Hours From Modernization Efforts*
- *Annual Cost Savings from Digitization*
- *Physical Space Utilization*

6. Institutional Reputation and Strategic Communications

Enhance Vincennes University's visibility and reputation as a leading educational institution through compelling, targeted communications highlighting institutional excellence, student achievements, and positive community impact.

Key Performance Indicators:

- *Brand Barometer Index*
- *Social Media Followers*
- *National Media Exposure*
- *Marketing Effectiveness*
- *Website Engagement*
- *Alumni Engagement*